

**Abstract**

A system and methods to generate and deliver concentric-user targeted content is provided. The concentric user-targeted content delivery system cooperates with a user profile data store and users' usage behavior data store to generate a baseline of users' preferences.

- 5 Using the preference information a range of relevant content, obtained from a cooperating content data store, is matched for a particular user using at least one matching algorithm. The range of relevant content reflects a comprehensive description of a user's preference *in totem*.

In operation, user profile information along with a user's usage behavior information is processed to generated a user's preference information. The preference information is

- 10 processed to aggregate a range of relevant content from a cooperating data store. In an illustrative implementation, the range comprises micro, mezzo, and macro-related content that are related in various degrees to the user's profile and/or usage behavior information.